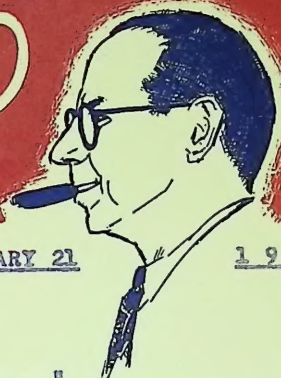


# Ballyhoo



VOLUME 4

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1955

"  
EVERYBODY'S IGNORANT ...  
"

Whoa there ... it's not my idea, and besides, why not wait until I've finished ...? Seems that the late, beloved Will Rogers, in his own inimitable, homespun manner, once cracked between twirls of his rope ... "Everybody's ignorant - on some subject." Kinda Changes the context a little, huh?

Makes sense too ... as most of the late Will's down to earth philosophy did ... Reduced to plain man-to-man language, it simply means that nobody knows it all ... not a difficult thing to believe and accept, for those intelligent enough to know and admit it ... and I'm including out that small minority of know-it-alls who will argue that black is white, just because they say so, until they have you wondering who's nuts.

So ... if we're all ignorant on some subject, it stands to reason that we must be fairly intelligent on a variety of others, of our own choosing ... and what better subject to know something about than the one we are most interested in ... Show Business?

That's our business ... our living ... our bread and butter. Why not learn all there is to know about it? Why not acquaint ourselves with every new development, ferret out new and novel selling ideas, study what is being successfully done by other showmen and other circuits? In short ... be right on top of everything, everywhere which may help us to be better showmen and better businessmen.

Let's not try to be know-alls ... Let's admit that we don't know everything, and if we are, all of us, "Ignorant - on some subject" ... let it not be the one we are most vitally interested in ... our business, and our living.

## ADVERTISING "ASSISTS"

There still seems to be some confusion as to the proper handling of special "assist" advertising, in which the distributors share, in spite of the volumes of detailed instructions sent out by our Publicity department, and the boys in our Statistical Dept. Let's see if I can't clarify it once and for all ...

First let me remind you that when a deal is made for a specific amount ... let us say \$100.00 over your normal budget, that is the amount to be shared with the distributor ... and anything you spend over that, YOU PAY FOR. When you receive a set of figures from Bud Barker ... believe me they weren't just picked out of the air ... they're based on our experience, and what we feel are the requirements for that particular picture. Please stay WITHIN those figures. We've had instances of managers spending twice and three times the amount, and then yelling blue murder because the distributor wouldn't pay half ...

Secondly ... I don't know how often Al Troyer has written you about submitting duplicate bills etc. with your reports for the week in which the picture played. A week or two, or a month later is no good ... and Tommy Callendar is getting a wee bit tired of fighting with the exchanges to try and cover up your mistakes.

So fellows ... be nice guys and do things the right way. You'll find that it's much easier than doing them wrong ... So, DON'T spend more than you're allowed - DO send all supporting evidence of expenditures the same week that they occur ... Now is that so tough? Let's give it a try, huh?

.X.X.X.X.X.

## COURTESY IS CONTAGIOUS

I ran off our special training film for the combined staffs of the Capitol, Park and Community theatres in Welland this week ... The reaction was every bit as good as at our earlier showing in Hamilton. The staff members get a kick out of it, and while they may get a chuckle or two out of seeing themselves as others see them, I'm sure they get a lot of good out of it ... and it does help the manager in his training of new employees - and the re-training of the older ones ... those who need this re-indoctrination.

I have requests from two other managers for dates ... the rest obviously feel they don't need it. Wake up guys ... and take a good look at your staff, and yourself, as a paying customer may see you. Then tell me that your service is all it should be ... I'm awaitin'.

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## B.O. OPENING CARDS

Have you a neat card in your boxoffice during non-operating hours telling passers-by when your box office will open? CHECK IT.



## CONFECTION SALES

Let's face it gang ... our confection business is becoming more and more important to our operations with each passing day ... What are you doing - besides opening your bar and handing your attendant her starting cash - to promote that business?

The New York trade magazines feel that this phase of our business is important enough to devote special sections to it ... whether it be "Better Refreshment Merchandising ..." "CANDYdly Speaking," or what have you ...

Do you study those sections for new, up-to-date ideas on merchandising? Do you read and absorb the contents of the numerous bulletins sent to you by T.C.L.? It all helps, you know ... Let's all smarten up ... and let's all be listed among the citation winners in the next list published by MOTION PICTURE HERALD ... Are you with me?

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## CONGRATULATION HERB

Well ... another becker has bit the dust, and our own Herbie, Herb Black has taken unto himself a life partner, in the person of Betty Ann Maidenberrg, of the local I.F.D. staff ( plug ) ... Congratulations Herbie and Betty Ann ... May your life together be a long and happy one ... and the best wishes of the whole BALLYHOO gang are with you.

.X.X.X.X.X.

## THEATRE POSTERS

I've been a little alarmed at the tremendous jump in the cost of our advertising accessories during the past couple of years. Just check your miscellaneous advertising costs today against what they were a couple of years ago, and you'll see what I mean ...

I wonder if you're using just what you require, or do you do what some lads seem to specialize in ... and load yourself with a lot of stuff, "just in case?" Norm Jackson brought an interesting item to my attention ... a standard stamp which appears on all Theatre Poster Service invoices ... as follows -

"PLEASE NOTE ... All invoices for mats, press, 24-sheets, 6-sheets, 3-sheets and special advertising must be honored for payment when a picture has been pulled, as these are not returnable to the exchange. Credit will be issued for all returnable advertising only if it is sent back IMMEDIATELY."

The meaning is simple ... you must pay for what you order ... whether you use it or not. The only way to beat this is by eliminating your "standing" orders, and ordering only such accessories as you may require on each incoming program.

## REQUISITIONS

Again I must remind you that ALL copies of your requisitions must be sent into this office for clearance ... including the theatre copy. How else can you tell that your requisition has been approved, unless you receive your approved copy?

Incidentally ... when you require new leaders, please send a special requisition covering your requirements ... and do not squeeze it in between mops and stationery ... It saves making up a special order to be cleared through Jimmy Wairn's department ... O.K.?

.X.X.X.X.X.

## SPECIAL KIDS SHOWS

Several of our boys are running special Saturday matinees for the young fry. Some are successful - some are not. How about sending me a detailed report on yours? Perhaps I may have an idea or two, and I'm sure your backers can help too ... and have you tried Mel Jolley's terrific newspaper tie-up? It's one of the best I've ever come across. Let's get together, guys, and maybe we'll really come up with something.

.X.X.X.X.X.

## H.O. CORRESPONDENCE

We have a guy in our midst who seems to have a very deep-rooted aversion to replying to head office correspondence ... just ignores our letters, and lets it go at that ... but I have a sneaking feeling that he's ignored his last one.

We don't send out slews of letters, requests for information and the like just for the want of something better to do ... believe me. When we need some information, we need it at the moment of writing ... not a month or two later. So fellows, when you receive correspondence which requires a reply, from me or anyone else in this office ... sit right down and get it off your chest the same day you receive it. It makes things much more pleasant for us ... and for YOU too.

.X.X.X.X.X.

## CONDOLENCES

Our deepest sympathy to Fred and Vic Baldassari, veteran projectionists at the Tivoli theatre in Hamilton, on the loss of their father after a long and lingering illness. Fred is a member of our Twenty Five Year Club, and Vic will be inducted at this year's ceremonies.

I know that all the members of the F.P. Quarter Century club, as well as the entire BALLYHOO family, join me in this expression of sympathy to two awfully nice guys.

.X.X.X.X.X.





# Ballyhoo

## SPOTLIGHT ON SHOWMANSHIP

Hey ... what's going on here? Beginning to look like a couple or so of you guys are beginning to slip a little. Getting slightly weary ...? (There's another, less genteel word for what I mean ...) You guess it ...

We're nearing the end of January, and the half way point in our S.O.S. drive, and so far I think I can honestly say that the results as measured in terms of effort, have been more than just satisfactory ... but it's starting to look a little like some of you are getting tired of pushing, and are doing a little bit of coasting ... at the other fellow's expense. Think that's good? You tell me.

If you're not interested in the prize money waiting for the winners at the end of the drive, then give a little consideration to the reputation and standing of our district as a whole. I'm pretty proud of this gang, and want to continue to be so, but it only takes three or four "coasters" to change the whole picture.

Let's not have any more two line entries ... it's awfully hard for me to stretch it into a story ... and doesn't look so good either. If you can't think of anything else, why not just follow item by item some of the deals cooked up by the lads who do ... and I don't think I need name them all.

Let's go guys ... and make your slogan from now through April - "Bigger, Better and More BALLYHOO ... Now about it?"



## "B" DRUMBEATERS IN ACTION

Not bad this week ... not bad at all. Still a couple begging for a jab with that long sharp needle ... but the majority are right in there with evidence of the type of selling which turns theatre managers into SHOWMEN. What's more important is that it shows up in your results ... Can't help it.

Before we proceed with a report of activities, suppose we take a quick look at the national trade magazines ... and it ain't bad this week ... in fact I'm very pleased at the number of our Ballyhoosers who made the trade headlines ... Let's see who they are. Incidentally, sorry Len that I forgot to mention your story and picture of one of your stunts in the January 8th issue of S.T.R., but you may rest your mind at ease ... I did allot the points it earned for you.

Well, I notice in BOXOFFICE under date of January 15th that our young friend George Forhan, out Welland way, knocked off a citation, and nice story on his Movie Club ... Art Gauley got himself a good picture and story on his DUEL IN THE SUN deal ... Paul Turnbull and Mel Jolley wound up with short stories on a couple of their activities.

The January 15th edition of S.T.R. devotes a whole column, the EXPLOITATORIAL one, to mention of the selling jobs turned in by Len Gouin, Jeff, Jack Bridges and Bob Harvey.

MOTION PICTURE HERALD, under date of January 15th devotes nearly half a page, with pictures to Mel Jolley's terrific "Jr. Press Club" deal ... Hope you read it there, if not in these pages. Just goes to show what a guy can come up with, if he really is interested in doing a job.

That looks like it for this week ... nice going guys, and your points have already been awarded to you. They'll show up in the January totals which will appear in our score-board in a couple of weeks' time.

Now let us proceed with the task at hand ... a report of your entries for the second week in January.

### CAPITOL - WELLAND

The local Tribune still publishing George's I SAW deal every day, with mention of the current attraction at the Capitol ... A good scene on WHITE CHRISTMAS also appeared in the same paper, on an off-theatre page.

C H V C playing along with good mention of current attractions on their French and Hungarian hours ... also on the popular "Mystery Personality" program.

Six permanent windows along the main drag being used to good advantage ... necessitating only a change of copy with each incoming program.

The Tribune gave George a terrific break by running a three column pic of George presenting the Natlyn Dress contest winner with her prize ... Good credits and accompanying story.



## DOWNTOWN-HAMILTON

Well ... I knew it would reach me sooner or later, and here it finally is ... a detailed account of the pre-opening and opening day publicity on the New Downtown Theatre ...

The Hamilton Spectator really did itself proud, and went all out to give Paul the break he had worked for so long and so hard ... A total of 4455 lines of publicity ... all for free ... was published in connection with the opening. To get things started, a few days before the opening a three column pic appeared, showing the workmen removing the old box seats, with story and build-up for the new theatre.

A couple of days later, a feature story entitled - "Work Advances on Renovation of Old Granada" appeared in the same paper ... Jane Baker devoted a good portion of her daily column "Views and Reviews" to the new Downtown.

On opening day ... which happened to be New Year's Eve, Paul scored nicely with two full pages of stories, pics. and co-op ads. Paul personally sold each ad, and worked hand in hand with the lads on the Spec in laying out each ad to the fullest advantage of his theatre. One complete page was devoted to the theatre and its opening attractions ... On the second page appeared pictures of the new front and Paul, plus a rundown on all important details of the renovation. The original program, which opened the theatre in 1880 was published as a news item.

The following day saw a good two column picture of mayor Jackson officially opening the theatre, with liberal accompanying story of the festivities.

Station C K O G recorded the official opening on tape, continued with a lobby broadcast, and went on the air with it at 7.30 the same night. Repeated on the late newscast.

All this free radio time and newspaper co-operation is evidence of the time and effort Paul put into ballyhooing the opening of the new Downtown ... also Paul's status in the community and with the boys of the Fourth Estate. Congratulations Paul, on an outstanding job of Publicity and Public Relations.

## ORPHEUM - SOO

A natural for PHFFFFT ( still don't know how you say it ... ) is of course a tie up with a dance studio, and since there is no Arthur Murray outlet in the Soo, Olga did the next best ... tied in with the Cecile and Hazard studio who came through with much good mention on their "House Party" radio program each day of the run. C J I C plugged Mambo music on their Midnight Review, with good pic mention for two days prior to opening.

Olga continued the pyjama street bally, described in last week's issue ... on her own.



## CENTURY - HAMILTON

The jumbo window cards plugging SHOW BUSINESS are still on display at all G.E. dealers in the Hamilton area. Disc jocks at both local radio stations loading the airwaves with music from the pic, with appropriate credits, of course. Weekly broadcast from the Brant Inn continues to plug the Century attraction.

Mel has just completed a deal for daily plugs over the CHCH-TV show arranged by George Wilson, every afternoon. Pics are flashed on the screen while M.C. is gabbing.

Another front page story in the local weekly Review, announcing the winners of the "Pick the Stars" contest, as well as a five column photo featuring a scene from BLACK WIDOW, which follows SHOW BIZ into the Century.

Beautyland Salon featured Marilyn Monroe in their 560 line ad ... crediting the Century and SHOW BIZ. A four column scene in the Hamilton News plugging the same feature.

Mel's Famous Fun Festival is growing in popularity with each passing week, in co-operation with the Spec's newly introduced special Childrens Page. This week free candy, courtesy of Kerr's was handed out to each youngster attending.

Brother-r-r ... what a change. Used to be we'd be lucky to get enough for a couple of lines on Mel ... and look at the guy now. Keep it up fella ... we love it, and this is the sort of stuff that gets you to the top, and KEEPS you there.

## REGENT-OSHAWA

Charlie Perrie's been spending most of the past couple of weeks becoming acclimated ... and getting to know the folks around Oshawa, as well as familiarizing himself with the physical aspects of the theatre. He promises however that he's going to jump in with both feet, and continue the good work Al had started. We're waitin' Charlie.

Might mention that the I SAW deal still going strong in the Times-Gazette ... Displays still appearing on the lunch counter of the Metropolitan store and in the lobby of the Genosha.

## PARAMOUNT - PETERBORO

Art's "Business Quis" page still appears every Monday in the local Examiner ... The paper's "Main Street Topic" column carried a story about the city's Ornamental Swimmers appearing in the Paramount Newsreel.

Both the Review and Lakefield News carried Don Corrin's "Hollywood Newsreel" as well as a story about Art hosting the local swimming group, who saw themselves on the screen. Three separate stories in both weeklies on BLACK WIDOW. C H E X aired a five minute transcription on ATHENA, for free.

Am awaiting your SEVEN BRIDES campaign Arthur ...



## BROADWAY - TIMMINS

Can't hardly believe it ... but it's true ... yessir, our Robert has come back to the fold, and with a pretty fat entry ... How about making it a habit Bob? We've missed you in these pages - and it's no harder now than it was in our last drive ... and I'd like to see you among the money boys. So ... a little more consistency during the remaining three months, huh? How about it fellow?

The Timmins Daily Press gave Bob a couple of excellent stories on his wide-screen installation, plus a 274 line pic of his worship the mayor unveiling the new screen at the Broadway ... Good accompanying credits, of course.

For WHITE CHRISTMAS, C K G B taped a half hour interview immediately following an advance screening Bob held for members of the press and radio ... In addition they used novel introductions on all deejay programs, playing music from the pic with a running commentary on WHITE CHRISTMAS and VistaVision. Bob appeared as a guest on the Pot O' Gold show every day on the week preceding his opening ... Guess what he talked about ...

Bob's "Mr. Broadway" feature over C F C L was off the air for five weeks, so what did our boy do? He taped a lot of chatter about its return, and these were aired four times daily for twelve days. On his return he plugged the music from WHITE CHRISTMAS for a full week ... every day.

Bob tied in with the local Santa Claus fund by having a Santa in his lobby to accept donations to this worthy cause ... The Press ran a front page, 274 line pic of his Santa in the theatre lobby, sitting besides a great big WHITE CHRISTMAS poster. A good story accompanied the pic. Pretty good P.R. combined with a not too bad selling job, oh what? The same Santa was used most effectively as a street bally.

The Natlyn dress tie-up was used to good advantage with a local ladies' wear store, with good displays in the lobby and the merchant's window. All Coca Cola trucks covering the area were well bannered with good sales copy ...

This you really have to see to believe ... Bob promoted a full four page section of co-ops, plus numerous scenes and stories on WHITE CHRISTMAS, in the Daily Press, with the front and back pages printed in coloured ink ... Each participating merchant mentioned W.C. directly in his ad, and several even used press book ads supplied by Bob ... and that's somethin'.

Nine separate windows ... all good ones on the main drag, were promoted by Bob to extoll the merits of his attraction ... and he didn't overlook VistaVision.

Sure you got the whole story to me, Robert? Remember though ... this only covers one week, which leaves a lot of blank spots still to be filled in. How about it boy? Can we expect you as a weekly contributor from now on? Hope so.



### CAPITOL - ST. KITTS

Well, Vern's "Morning Melodies" tie up still getting him plenty of valuable theatre mention each morning over C K T B ... Heard it a couple of times while on the road, and it's good. The radio station also came through with many good plugs for his date on LAST TIME I SAW PARIS ...

Vern got together with the editorial writer of the local Standard on an excellent article relating to the effects of T.V. on the movies. Excellent editorial boosting our whole industry.

Current attraction standees still being used by the local supermarket, right at the main entrance.

### ROYAL - GUELPH

Scenes on off-theatre pages of the Mercury on LAST TIME I SAW PARIS and FATHER BROWN DETECTIVE ... Ted's I SAW deal continues six days a week.

That's all? Looks like it. Come on Ted ... how about some of that old ginger?

### CAPITOL - GALT

Eddie's I SAW still a daily feature in the local Reporter ... C K G B played several numbers from WHITE CHRISTMAS daily, during the entire week before Eddie was due to open with it ... of course accompanied by good theatre plugs. The "Capitol Showtime Quiz" this week dealt with Ed's current attraction BEAU BRUMMEL ...

### SENECA - NIAGARA FALLS

Jack's assistant, Harry Homoniuk did a little fooling around with a couple of three sheets, and came up with good cut-out displays which he mounted on either side of the marquee, for KNOCK ON WOOD ...

### CAPITOL - NORTH BAY

Must be a mistake somewhere ... this can't be our Robert's entry. Guess it is though ... don't see any of those famous scrap books around ...

C F C H came through with numerous free plugs for Bob on LAST TIME I SAW PARIS ... The bus station, hotels and his friends at Palangio Motors obliged with good displays in their respective windows.

Hey there, young fellow ... this is no way to keep the lead you still enjoy in our race. Your opposition's toughening up ... just watch our next score-board ... in a week or so, you'll see what I mean.



#### ALGOMA - SOO

I see a pretty fancy - looking full page of co-ops on Norm's date on WHITE CHRISTMAS ... with each participating merchant mentioning the feature title in his ad, and the whole centre spread being occupied by a giant theatre ad.

The Flower Shop, a new store in the Soo, set up a very beautiful floral display in the theatre lobby, and presented roses to the first ten ladies to purchase tickets for the evening performance each day during the run.

The Uneeda Cab Company carried bumper strips for one week in advance, and during the run of WHITE CHRISTMAS.

#### PALACE - GUELPH

Hard to imagine that it's the same Herb sending in these entries as the guy who used to lead us with so much good stuff in our previous contests ... Something must be haywire ... will check the next time I'm in Guelph ...

A couple of scenes on off-theatre pages of the Mercury on BLACK KNIGHT and THE OUTCAST ... For the latter pic, Herb erected a hitching post between the two rails on the curb in front of his theatre, with a large card reading ... "Reserved for THE OUTCAST, etc." The match deal with Vorris Restaurant still going strong.

#### TIVOLI - HAMILTON

No dice ... and no entry.

#### CAPITOL - SUDBURY

Jeff was caught right in the middle ... had a campaign set for his incoming picture, but did such a good job on the current one that it warranted a hold-over.

He did arrange for a personal fifteen minute interview which was taped and later broadcast over C K S O ... This dealt with Jeff's experiences in the business, the industry as a whole, new aspects, new equipment etc. To illustrate the latter, a portion of the interview was run off in the projection booth, where one of his projectionists filled in with details. It made a very interesting and novel story over the air, and looks like the fore-runner of more such interviews.

Let's duplicate it in your local Daily, Jeff ... and let the reading public in on it too, huh?

#### VICTORY - TIMMINS

Guess it's a goose egg Jackson ... Can't find a thing in the mail from you ... Maybe next week, eh?



CAPITOL - PETERBORO

The Review and Lakefield News each ran two separate scenes on both FIRE OVER AFRICA and BEAU BRUMMEL ... The News continuing with their Hidden Name Contest page on which Len receives an excellent banner ad in return for a few ducats as prizes.

An attractive easel display on BEAU BRUMMEL was first used as a lobby piece, and then moved out on the street in front of the box office. The whole front was dressed up for the occasion with paper and stills.

Len didn't want to spend too much dough on his New Year's Eve midnight show, scrounged around in the basement, and came up with a lot of hats, horns, balloons etc. left over from some pre-historic celebration. He advertised this in the local daily, and since his was the only house in town to offer novelties, Len feels it did boost his business on that night.

Your stuff seems to have lost some of its sparkle lately Leonard ... what's the matter? Now that you have CinemaScope I really expected to be flooded with more and better Showmanship than I've ever had from you. Wake up boy ... You're slippin'.

.X.X.X.X.X.X.

The next score-board ought to be a real lulu ... and should see some very important changes in the standings ... You can't live off one giant campaign, fellows ... it's just not that kind of a contest. Anybody can get out and do a job on WHITE CHRISTMAS, mostly because everything is pretty well laid out for you in the press book ... but how about the rest of our stuff ... the real bread and butter pictures? The ones you have to live off the balance of the year?

When the final winners are named early in May, they will be winners because of the sustained effort, the interest, the Showmanship they injected into their selling jobs ... BUT ... there will be other winners too, even if they don't find themselves in the dough ... the guys who consistently, week in and week out, sell, sell, sell ... their attractions, their theatres, their industry, THEMSELVES.

The results which appear on your twenty four sheets are commensurate with the effort you fellows put into your selling, let's make no bones about it. You do a job ... your results show it. You start coasting a little, and your business coasts too. Can't help it ... It just works that way.

We have a little over three months left in our current drive ... our S.O.S. ... remember what it means? SPOTLIGHT ON SHOWMANSHIP. So, come now ... give out with that Showmanship, and I'll see to it that the Spotlight hits you ... but good.

Get in the swim guys ... lots of room for all ... and plenty of prizes ... All you have to do, is R-E-A-C-H for them. Hope I'll be seein' you in the next week's issue ...

D.E.K.